

Montana WIC

Nutrition Program for Women, Infants and Children



Montana WIC Program
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WIC – Building Strong & Healthy Families

Please update your staff on the new materials as well as the changes outlined below.

Tips for Using the Retailer Program Booklet:

1. Carefully review the Retailer booklet and become familiar with the Food List pages. A Retailer Booklet needs to be placed at each cash register for reference while redeeming WIC benefits.
 - Food items are listed in the booklet by brand when only specific brands meet the size and nutritional requirements of the WIC program. Cheese, soy beverage, bread, tortillas, juice, peanut butter, baby food, infant formula and breakfast cereal are listed by brand. Brands or types not specifically listed in the approved Food List pages of the booklet may not be purchased unless the food item is “any brand”, such as brown rice, canned fish, eggs, beans, fresh fruits and fresh or frozen vegetables. Milk continues to be “store brand if available”, which means WIC customers may purchase name brand milk if the store brand is not available. As before, only the size and type of food listed on the WIC benefit may be purchased. Both the benefit and the Food List are needed to determine if a food item is eligible for purchase.
 - The Food Item page for juice received a lot of changes. Juice is now arranged by brand as well as size and flavor. The addition of 64 ounce tomato and vegetable and 48-46 ounce fruit flavors will increase the selection available to WIC participants, but they may not substitute one size of plastic bottle juice for the other. As indicated on the juice page, only the flavors in the sizes and brands listed may be purchased. The benefit will tell you and the WIC customer the size they are approved to purchase.
 - The Food Item page for breakfast cereal is also arranged by brand. Under each brand the approved cereal types are listed. The benefit will list the number of ounces of approved WIC cereal that can be purchased and the WIC participant may mix and match hot and/or cold cereal up to that amount.
2. Review the Benefit Redemption pages as these will take the cashier step by step through the redemption process for the standard WIC Benefit and the Fruit & Vegetable Benefit.
3. The Redeeming Benefits for Infant Formula and Pediasure pages provide some tips on how to correctly process these benefits.

Participant Program Booklet:

1. WIC participants will be receiving a program Booklet as well. The Food List pages in the Participant Booklet and the Retailer Booklet are the same, but the inside back cover of the Participant Booklet will have an ID and signature area. This will take the place of the separate ID packet currently in use, and is where cashiers will look when comparing signatures.
2. It may take a few months for all WIC participants to receive their new Program Booklets. The yellow November 2009 Food List and ID packet are valid for use until the transition is complete. WIC customers need have either the yellow ID packet or the Participant Program Booklet when redeeming benefits so signatures can be compared. WIC customers with the old Food List may purchase the new items after October 1, 2010.

Thank you for becoming familiar with the new Retailer Booklet. We hope you find it helpful and easy to use. Please let me know if you have any questions.

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Retail Services
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